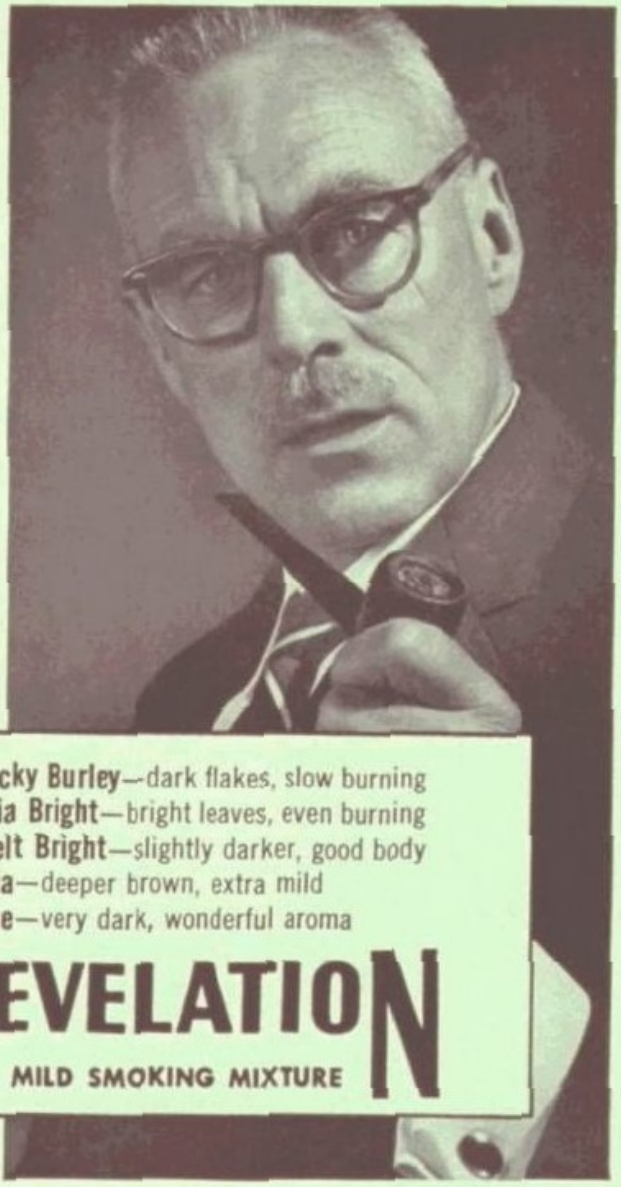
LEO BURNETT COMPANY, *Inc.*

Ad No. 143 (#7)—Req. No. 10138—B & W—4⅝" x 5" { Sports Afield, March, 1961 / Field & Stream, May, 1961 / American Legion, August, 1961 / Outdoor Life, October, 1961

Why all the cuts and colors?

REVELATION GIVES YOU FIVE TOBACCOS IN ONE FINE MIXTURE

Look closely at Revelation and you'll see *five* fine tobaccos, ranging from bright yellow to a dark, rich brown. Each has a personality all its own, and here's how you can tell them apart:



Kentucky Burley—dark flakes, slow burning
Virginia Bright—bright leaves, even burning
Old Belt Bright—slightly darker, good body
Latakia—deeper brown, extra mild
Perique—very dark, wonderful aroma

REVELATION

MILD SMOKING MIXTURE

Source: https://www.industrydocuments.ucsf.edu/docs/spbv0064 2061033759